



ATREYEE MAZUMDAR

SOCIAL MEDIA MARKETING MANAGER

INTRODUCTION

I have around 4.5 years of experience in the Digital Marketing Space and have worked across B2B and B2C segments and brands of repute. I am passionate to know how different brands work across channels and how they communicate to their target audience. I am looking forward to work with different brands and consolidate my understanding, how they work across channel & communicate with the audience

WORK EXPERIENCE

I work closely with the creative, content and digital media team and understand their requirements and how to give them in the best possible way. I act as a bridge between the internal team and the client. I am the only point of contact from the agency and work closely with the client. Working on the briefs shared by the client and debriefing to the internal team in the simplest and best possible way is one of core tasks that I do on a day to day basis. I also sit with the team in brainstorming sessions and strategise with the team and try and understand what works and does not work for the brand.

EDUCATIONAL HISTORY

Symbiosis Center for Distance Learning

PGDBA (Online MBA) | 2020 - 2022

- Marketing Management

Mudra Institute of Communication

Post Graduate Diploma in Digital Marketing | 2019 - 2020

- Social Media Marketing
- Search & Display Marketing
- Web Analytics
- Email and Mobile Marketing

NSHM Institute of Media and Science (under WBUT)

B.Sc. in Media Science | 2012 - 2015

- Print Media
- Film, TV and Video Editing
- PR and Advertising
- Basic Computer Application

BRANDS WORKED ON

- Himalaya Herbals
- Luminous India
- Anchor Crafts India
- 3M Healthcare India
- Early Salary
- iD Fresh Foods
- Aegis Global
- Schenider Electric India
- HP
- Wipro
- Antworks
- Emami
- Freecharge
- ICICI Bank
- Anchor Crafts India
- Apollo Hospitals
- Johnson Lifts
- Bosch

CONTACT ME AT

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SKILLS SUMMARY

- Brand Management
- Creative Strategy
- Client Servicing
- Social Media Management
- Project Management

AGENCIES WORKED

- WAT Media Pvt. Ltd. - Social Media Exec
May 2015 - April 2016
- Autumn Worldwide - Sr. Brand Exec
May 2016 - June 2017
- Webenza - Sr. Social Media Exec.
June 2017 - Jan 2018
- Saatchi & Saatchi Focus - Sr. Account Exec.
Feb 2018 - Oct 2018
- Langoor Digital - Brand Manager
Nov 2018 - Sept 2019
- Nikulsan Technology - Account Strategist
Nov 2019 - Apr 2020

CERTIFICATION PROGRAMMES

- The Fundamentals of Digital Marketing
Google
- Creating a Social Media Campaign
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING
- Digital Skills for work and life
Accenture
- Project Management Foundation & Being an Effective Team Member
LinkedIn

INTERNSHIP

- Brand Comm PR Agency
- Public Relations Society of India, Kolkata Chapter